### Intellivison Keyboard Quality

( 0 units) ( 5 units)	0%	O Non-Defectives O Keyboard return rate
( 6 units) ( 1 units)	5.00%	O Accessories return rate O Software return rate
(12 units)	10.0%	O Gross return rate
120 units		O Total sold to date
75 units		O Total sold New Orleans
45 units		O Units sold Seattle market
498 units		O Total in market



### Intellivision Keyboard Quality

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32.35%

(22 units)

68 units

Accessories return rate

10.29%

7 units)

1.47%

1 units)

0 Non-Defective

1.47%

l units)

O Keyboard return rate

19.1%

(13 units)

### Intellivision Keyboard Quality

O Keyboard return rate	O Non-Defective	O Defective software	O Accessories return rate	O Gross returns rate	o 21nd distribution	Market Research Distribution
10,00%	1,52%	4,54%	4,54%	21,21%		August 26, 1981
( 7 units)	( l units)	( 3 units)	( 3 units)	(14 units)	66 units	

## INTELLIVISION \_\_KEYBOARD QUALITY \_\_

O TAPE STALLS	O 500 HRS GROSS FAILURES	O 300 HRS GROSS FAILURES O TAPE STALLS	O NEW FAILURE CPU -2	OWILL NOT LOAD "M" TAPE	O REPEATED FAILURES O TAPE STALLS	O 200 HRS GROSS FAILURES	O TORQUE ADJUSTMENT	RS. GROSS FAILURES
								RESULTS
31.25%	31.25%	6.25%	6.25%	6.25%	31.25%	37.50%	6.25%	TO DATE 31.25%

AFTER EACH FAILURE. THE 100HOUR FAILURES WERE REPAIRED AND REPLACED BACK INTO LIFE TEST

THESE UNITS ALSO FAILED AT 300HOURS AND AT THE 500HOUR POINTS



# MATTEL ELECTRONICS

KEYBOARD OVERVIEW FEBRUARY 8, 1982

- 1. Present Status
- Cost Reduction Plan
- 3. Manufacturing Proposal



#### P Z H S I Z H X H K Щ OAR U ß Н A Н d

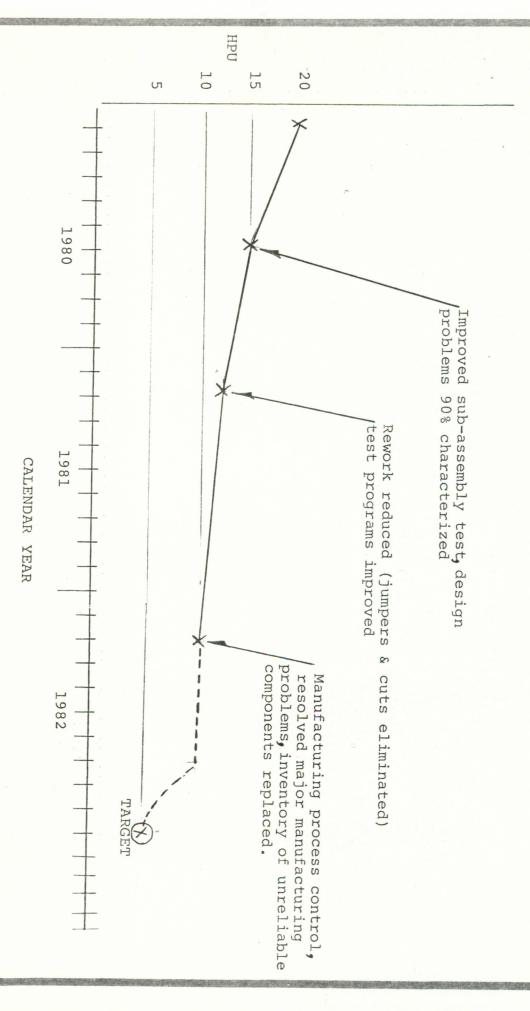
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- Manufacturing Costs \$506 to \$530 per unit
- · Highly Labor Intensive (10 Hours Per Unit)
- · Difficult Manufacturing Process
- Incomplete and Inadequate Test Programs
- Poor Quality of Finished Product (30% return test toy)
- Complexity is approximately 10 times greater than Master Component



# WATEL ELECTRONICS

LABOR HOURS PER UNIT (HPU) VS TIME





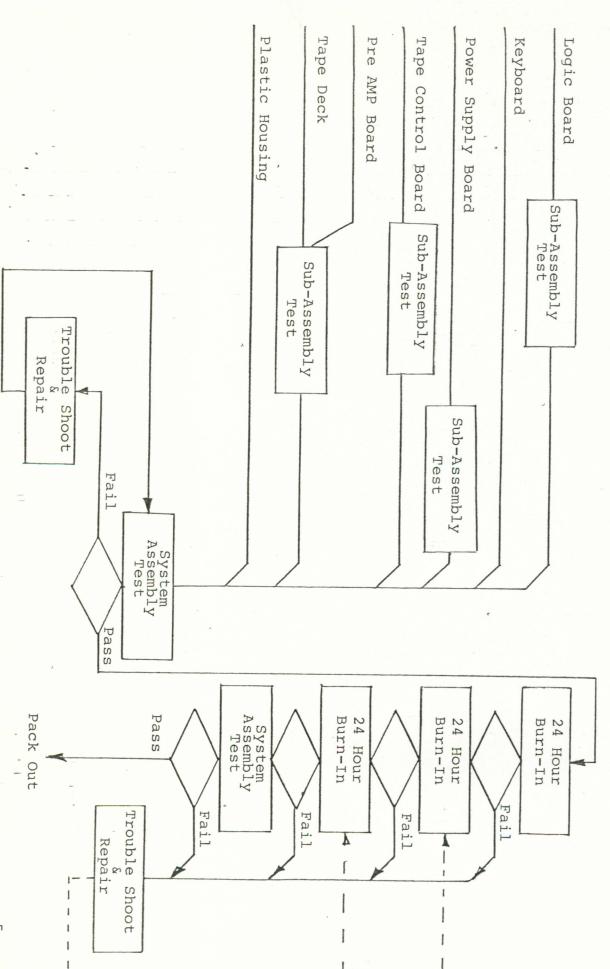
# MATEL ELECTRONICS

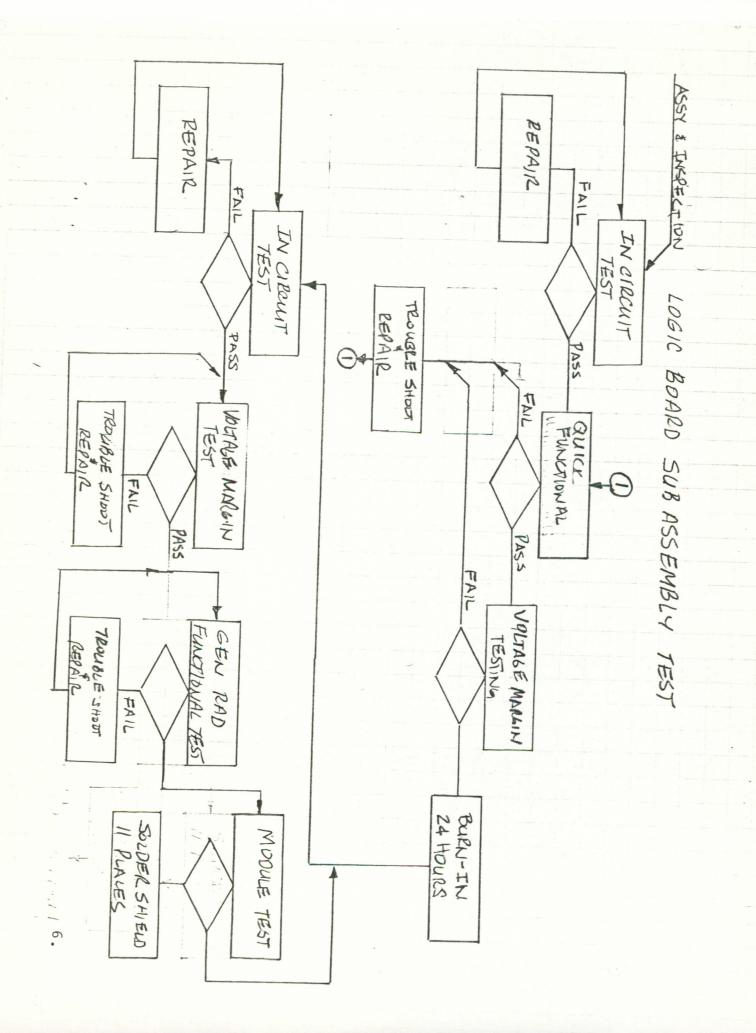
Poor Quality And Higher Cost Are Related Improving The Quality Will Also Reduce Cost

#### Method of Improvement

- 1. Control the quality of material
- 2. Motivate control of the assembly process
- · Instill a quality attitude
- · Provide assembly feedback on a timely basis
- 3. Improve the test function
- · Reduce the number of test escapes
- · Improve interchangeability by adding margin testing
- · Eliminate inconclusive test results
- · Install a "TEST DISCIPLINE"







# WATEL ELECTRONICS

## 000 UNIT BUILD STRATEGY

Design Changes 1 Minimized: correct only functional essentials

Procurement - No de

No deviations from approved vendor list

All components requiring burn-in to be burned-in

Printed circuit vendors approved - proven performance

Process

8

Remove Master Component from high temp burn-in

Burn-in logic board prior to system burn-in

Require all subassemblies to be in-circuit-tested

Test

I

Improve in-circuit-test (correct known deficiencies)

logic board functional test after in-circuit-test

Add voltage-margin testing of logic board



# MATTEL ELECTRONICS

### 4000 UNIT BUILD SCHEDULE

			APRIL				M	MAY		JUNE
Week Beginning	29	5	12	19	12 19 26	ω	3 10	17	24	31 7 14
Quantity Per Week 500 500 500 500	500	500	500	500	500	500	500 500	500	500	
Cum Quantity	500	1000	1000 1500 2000 2500	2000	2500	3000	3000 3500	4000	4500	

0

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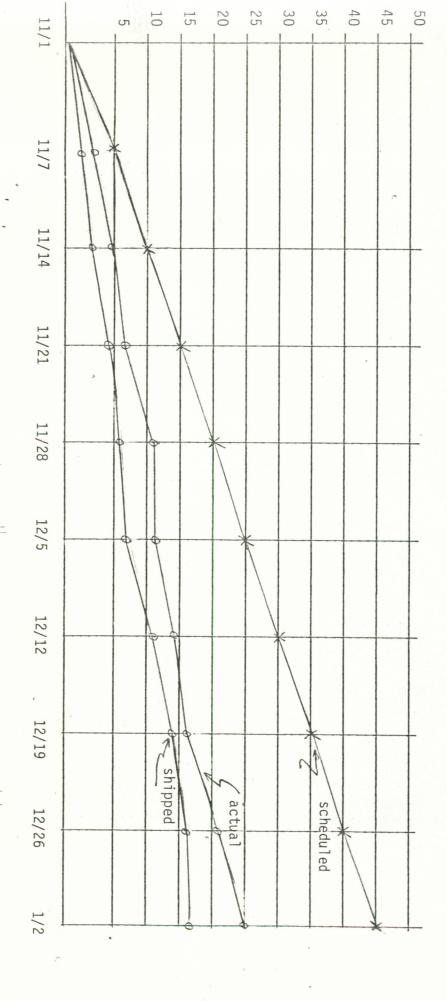
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#### Key Requirements to Accomplish Schedule (4000 by 6-1-82)

- 1. In-circuit tester on site
- 2. Two (2) Gen Rad functional testers on site
- 3. All materials at site by March 15, 1982
- Run rate of 100 per day achieved by April 1, 1982
- 5 Burn-in racks must be capable of 135/day capacity
- 6. Manufacturing personnel ramp up accomplished to support the schedule.
- 7. Mattel Engineering support readily available ( < 1 hr travel time)



- 2 GTE technicians on board in August
- Entire facility equipped & Fairchild tester installed in August
- Sample quantities of PCB & other assemblies manufactured in September
- Material available for production start November



9.

June 2, 1982

Dave Nover hua 6/3

TO:

Distribtuion

FORM:

John H. Lishman

SUBJECT:

KEYBOARD COMPONENT DRAWING LIST,

1149-5892, Rev. "A", dated 6/01/82

Reference: 078/JHL/82

Attached is a copy of the Keyboard Component drawing list, updated as of 6/01/82.

JHL/jk

Distribution - w/attachment

Ricardo Bailey
Bob Baird
Hugh Barnes
B. Bornina
Dave Danner

36

John Fairbanks
Anita Hollensed
Frank Levine
Wilson Quan
Mac McAlister

Diana Reichman Dick Shaffer Ward Spaniol Floyd Teter Ed Yee

JUN -4 198? U. CHANDLE

DRAWING NUMBER	REV	SHEETS	DWG SIZE	NOMENCLATURE
1149-9991	PR	3	D	KEYBOARD COMPONENT TOP ASSEMBLY
1149-5999	В	39	A	PRODUCT SPECIFICATION, KEYBOARD COMP
PL 1149-9991	X	7	A	PARTS LIST, KEYBOARD COMPONENT
PL 1149-9991	Λ.		A	SYSTEMS LEVEL
1149-5829	A	3	A	KEYBOARD COMPONENT DOCUMENT CONTROL LIST
ma 44110 56110		21		SYSTEM LEVEL TEST PROCEDURE
TS 1149-5649	С	31	A	KEYBOAD COMPONENT BURN IN PROCEDURE
TS 1149-5879	B	18	A	KEYBOARD COMPONENT HIGH POT TEST
TS 1149-5789	PR	3 2	A E	UPPER HOUSING
1149-2119	P	1	В	INLAY
1149-4399	PR		В	CAUTION LABEL
1149-0880	A	1	В	CAUTION LABEL
1149-9129	F	1	F	TAPE DECK ASSEMBLY
PS 1149-4129	PR	32	A	PROCUREMENT SPEC, CASSETTE DRIVE
TS 1149-5659	D	15	Α	TAPE DECK ASSEMBLY MODULE TEST
TS 1149-5709	D	8	Α	CASSETTE DRIVE SUBASSEMBLY ACCEPTANCE TEST
TS 1149-5719	C	5	A	EOT TEST PROCEDURE
1149-2129	F	1	D	TAPE COVER
1149-9169	C	1	C	EOT SENSOR ASSEMBLY
1149-4279 *	PR	1		ALIGNMENT POST
1149-9649 *	PR	1		FOIL, ALIGNMENT POST
1149-4079 *	PR	1	В	CLUTCH BELT
1149-4089 *	PR	1	A	FLYWHEEL BELT
1149-4029	PR	1	C	PROTECTIVE PLATE
1149-4209	В	1	C	CASSETTE SPRING
1149-4339	Ā	1	C	PREAMP RF SHIELD
1149-4479	D	1	В	RH BRACKET
1149-4469	C	1	В	LH BRACKET
110 0100	Е	1	D	PREAMP ASSEMBLY
1149-9199	В		A	PARTS LIST, PREAMP ASSEMBLY
PL 1149-9199		3	C	PCB FAB DETAIL, PREAMP ASSEMBLY
1149-6199	A C	1	D	SCHEMATIC, PREAMP ASSEMBLY
1149-3199	PR	1	В	RIBBON CABLE ASSEMBLY, LOGIC
1149-7659				NINE CONDUCTOR
1149-2159	PR	1	D	STRAIN RELIEF BAR
0405-0536	PR	1	A	SCREW, 5-40 X 1/4
0405-0625	A	1	A	SCREW, 2.6mm X 3.0 mm.
0405-0526	PR	1	A	SCREW, 5-40 X 5/8
0405-0974	PR	1		SPACER, NYLON, 1/4 THICK
0089-0029	PR	1	В	TAB, MALE, 0.25in., ANTI ROTATIONAL
0405-0784	PR	1		CABLE TIE, 3 INCHES.
0089-0817	PR	2	A	SHRINK TUBING
0405-0304	PR	1		SCREW, 10-16 X 1/2
0089-0451	A	1	A	WIRE, TWISTED PAIR, BLACK/YELLOW
0089-0453	A	1	A	WIRE, TWISTED PAIR, YELLOW/RED
0089-0454	A	1	A	WIRE, TWISTED PAIR, RED/BLUE
0089-0455	PR	1	A	WIRE, PREPARED, RED
0089-0456	PR	1	A	WIRE, PREPARED, BLACK
0089-0457	A	1	A	WIRE, TWISTED PAIR, BLUE/YELLOW
0089-0458	A	1	A	WIRE, TWISTED PAIR, BLACK/RED

<sup>\*</sup>NORMALLY SUPPLIED AS PART OF NEXT HIGHER ASSEMBLY

DRAWING NUMBER	REV	SHEETS	DWG.SIZE	NOMENCLATURE
1149-9349 PS 1149-9349 TS 1149-5749	PR PR PR	1 9 2	D A A	KEYBOARD ASSY 60 STATION PROCUREMENT SPEC, KYBD ASSY KEYBOARD ASSY MINI TEST
0405-0284 0405-0474	PR PR	1		SCREW, 8-18 X 5/8 CONICAL WASHER
1149-2109	P	2	E	LOWER HOUSING
1149 <b>–</b> 2139 2609–9489	C A	1	D B	PORT COVER ADHESIVE FOOT
1149-0400	PR	1	В	UL LABEL
1149-0410	PR	i	Č	FCC/SERIAL LABEL
1149-9399	PR	i	D	LABEL PLACEMENT DRAWING
1149-0230	A	1	D	INSULATOR, TAPE CONTROL ASSY
0405-0196	PR	1	A	WASHER, FIBRE, FLAT
1149-9269	C	1	C	TRANSFORMER ASSY
1149 <b>–</b> 2779 1149–2289 <b>*</b>	C PR	1	D C	TRANSFORMER
1149-4489	PR	1	В	FEMALE RECEPTACLE TRANSFORMER MOUNTING BRACKET
1149-4839	PR	1	A	RIVET PLATE
0402-0610	PR	i	A	RIVET, SEMI TUBULAR
1149-7809	Е	2	D	COMPUTER III ASSY
PL 1149-7809	H	11	A	PARTS LIST, COMPUTER III ASSY
TS 1149-5889	PR	20	A	COMP III ASSY SUBASSY TEST
TS 1149-5679	C	21	A	COMP III ASSY MODULE TEST
TS 1149-5989	Not Rel	19	A	COMP III ASSY SUB ASSY TEST
1149-4589	C	6	D	FABRICATION DRAWING COMP III
1149-9819	A	4(2)	E,RL	SCHEMATIC, COMPUTER III
0099 <b>–</b> 1360 1149 <b>–</b> 7689	B PR	1	B B	FERRITE BEAD
				RIBBON CABLE ASSY, POWER, 8 CONDUCTOR
2609-9399	В	1	C	CONNECTOR, 44 PIN EDGE CARD
1149-7699	PR	1	В	RIBBON CABLE ASSY, TAPE, 20 CONDUCTOR
2609-4259	В	1	A	HEAT SINK
1149-7729	PR	1	С	CABLE ASSEMBLY MASTER
1149-2359	С	1	D	CONNECTOR HOUSING
1149-2149	В	1	С	ACCESS PANEL
1149-9369	В	1	С	CONNECTOR ADAPTER ASSY
1149-6369	В	4	С	PRINTED WIRING BOARD, CONNECTOR ADAPTER
1149-7669	PR	1	В	RIBBON CABLE ASSY, TRANSITION, 36 CONDUCTOR
1149-8879	PR	1		BUS BAR, MINI, 2 LAYER
1149-9579	PR	1	В	JUMPER ASSEMBLY
0089-0027 *	PR	1	В	RING TONGUE TERMINAL
0089-0028 <b>*</b> 0089-0448 <b>*</b>	PR	1	В	POSITIVE LOCK FEMALE RECEPTACLE
1149-4179	PR G	1	B D	WIRE PREPARED, #20AWG, 9 IN RFI SHIELD, COMPONENT SIDE
1149-4169	E	1	D	RFI SHIELD, CIRCUIT SIDE
1149-4189	Č	1	C	RF CLIP

<sup>\*</sup> NORMALLY SUPPLIED AS PART OF NEXT HIGHER ASSEMBLY

DRAWING NUMBER	REV	SHEETS	DWG.SIZE	NOMENCLATURE
1149-9409	E	1	D	TAPE CONTROL ASSEMBLY
PL 1149-9409	E	8	A	PARTS LIST, TAPE CONTROL ASSY
TS 1149-5899	Ā	5	A	TAPE CONTROL ASSY, SEMI
18 1149-3099		,		AUTOMATED SUBASSY TEST
TS 1149-5669	С	14	Α	TAPE CONTROL ASSY MOD TEST
1149-4409	č	5	D	PRINTED WIRING BOARD,
1149-4409	O	,	D	TAPE CONTROL ASSY
1149-9419	С	1	E	SCHEMATIC , TAPE CONTROL ASSY
לו דל –לדוו	C	•	ы	Schedule , Thre control assi
1149-2039	В	1		KNOB, VOLUME CONTROL
0405-0574	PR	i	Α	COMPRESSION RING
1149-7679	PR	1	В	RIBBON CABLE ASSY, POWER,
1143-1013	111	•	ь	6 CONDUCTOR
1149-7709	PR	1	В	CABLE ASSY, CONTROL, 9 CONDUCTOR
1149-7599	PR	1	В	CONNECTOR, FEMALE, 9 POSITION
1149-7579	PR		A	CONTACT
1149-7719	PR	1	В	
1149-7719	PR	-	В	CABLE ASSY, CP, 2 CONDUCTOR
	PR			CONNECTOR, FEMALE, 3 POSITION
1149-3239	PR		B C	BIAS TRANSFORMER
1149-2249	PN .	1	C	POTENTIOMETER, VOLUME CONTROL
1149-9219	N	1	D	SWITCHING POWER SUPPLY ASSY
PL 1149-9219	D	8	A	PARTS LIST, SWITCHING PWR SUPPLY
TS 1149-5689	C	10	A	SWX PWR SUPPLY SUBASSY TEST
1149-4219	F	6	D	PCB, SWITCHING POWER SUPPLY
1149-9209	Н	1	D	SCHEMATIC, SWX PWR SUPPLY
1149-9139	A	1	С	BIFILAR WOUND CHOKE
0089-0804	PR	1	В	
0009-0004	rn	'	Ь	FUSE CLIP
PL 1149-9998	С	1	A	PKG. PARTS LIST,
16 1143-3330	•	'	n	KEYBOARD COMPONENT
1149-0730	A	1	В	MASTER CARTON
1149-0130	A		Ь	PASTER CARTON
1149-0810	В	1	В	INDIVIDUAL CARTON
1149-0870	PR	1	В	POLY SLEEVE
1149-0920	A	1	A	INSTRUCTION BOOK
1149-2499	PR	2	C	DYNAMIC MICROPHONE
1149-0970	PR	1	A	PACKING SHEET
1149-0860	C	1	Ċ	INSERT (SET OF 2)
1149-0980	A	1	В	KEYBOARD INSERT
1149-9059	E	1	Č	CABLE EXTENDER
0001-0820	Ā	1	A	POLY BAG
0001-6010	A	1	A	POLY BAG
0405-0354	PR	1		SCREW, 8-18 X 1/2
1149-0840	PR	i		INSERT, LEFT
1149-0850	PR	1		INSERT, RIGHT
				•

<sup>\*</sup> NORMALLY SUPPLIED AS PART OF NEXT HIGHER ASSEMBLY

#### REDUCED COST KEYBOARD

- 1. Plan
- 2. Goal
- 3. Planned Savings
- . Schedule
- 5. Requirements to meet Goal

#### REDUCED COST KEYBOARD

### Evolution of Present Plan

- 1. Design Reviews of tape control board & logic board
- 2. Decision to go to Gate Arrays
- 3. Investigate Current production yields & problems
  -Master Component compatibility with keyboard
- -Burn in Chamber yields
- -tape deck reliability
- 4. Prioritizing

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rvice	ide Se	Engine	A = Project Engineer, Manager H = Machanical Engineer D = Technician, Model Shop, Artwork Layout F = Outside Service SCHEDULE:	H - M	inager	hodel Sh	tan, h	Technic Technic	S CI	AFFECTED		RATIO COST IMPROV.	HATTEL 13TTAN	COST IMPROVEMENT PER UNIT	RESPONSIBLE	TASK
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#### REDUCED COST KEYBOARD

#### GOALS

- 1. Meet Managmenent objectives to produce 10k to 20k units in June to Dec 82
- a. No major redesign, subassemblies remain unchanged
- b. No major housing change and thus no tooling change regd.

in function. All redesign activities are independent

- 2. Build at lowest practical cost in
- a. Materials
- b. Labor

Material Reduction:

- 1. Quantity buys
- 2. Logic board size changed
- a. increase PCBS/Panel from 8 to 12

b. reduce parts count improved PCB manufacturability lower cost

Logic Board savings goal: \$10 to \$12

Use of membrane switch technology for Keyboard Subassembly

### LABOR REDUCTION STRATEGY

Design: Reduce pin count wherever possible (eg, 360 to 64)

Subassembly: -Enforce use of Automated incircuit and functional testing -Pre-burn in subassemblies

Systems -redesign shield on logic board
-reduce systems testing redundancies
-eliminate top housing

RESULTS: =Better yields at Systems Level =Less labor required per unit

#### REDUCED COST KEYBOARD

## LABOR: Assembly & Test Time Goals

System	Other (pream	Power	Tape Control	Logic Board	
Systems Assembly	Other subassemblies (preamp/tape deck)	Power Supply & Transformer	ontrol	Board	
2.9	1.7	. 9	1.3	1.9	Present HPU
1.5	1.2	.1	. 7	1.0	Reduced Cost HPU

Feb 82)

	POWER SUPPLY	TAPE CONTROL D'	TOMP TU	
	NOTA	ONTROL	4	
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Auc		06	~	
200 005	7		76	
NOW	ALL NEW SUBASSYS IN PLACE MID SEP 82			

Design Start; specification Place Order, gate array

Verify artwork with gate array samples, or verify samples prototype gate array + board, release for production production quantities available..risk samples

production quantities

#### Requirements

- 1. Resources are not lost to higher priorities
- Logistics effort receives equal attention as technical effort
- Determined effort made to insure quality in production process incoming inspection of components

thorough testing of subassemblies with ATE

4. Follow up & correct deficient processes

FEB 28 1980

C. RUDD

RECEIVED

C. RUDD

DOWER TO THE TO cursor column address, write only timing chain

Procedure to start CRT chip is to access the reset location. Init control registers 0—5 and the scroll register with the values indicated above (values in () are for 24 data lines) and then access the start location. Write only locations will be affected by reads!

unused chip select

\$4000

High two bits of dual port ram (bits 0,1 to 6502)

External I/O space

\$8800-\$8FF \$8 000-\$87F \$4200-\$7FF

High resolution alpha numeric memory. The memory is mapped so that address bits 0-5 are column address (0-39.) and bits 6-10 are row address (0-23.). If only 20 display lines varible ram. Also there are 64 locations which are never they are accessed as:

\$BE00-\$BE07
\$BE00-\$BE07
\$BE00-\$BE07
\$BF00-\$BF07
\$BF00-\$BF07
\$BF00-\$BF07
\$BF00-\$BF07
\$BF00-\$BF07
\$BF00-\$BF07

\$070 F00 FA-SDFFF space. interrupt and reset vector S a œ

Development and test hardware. This space could also as BASIC or PASCAL

\$E000-\$FFF

\$C000-\$DFF

U 00

FEB 28 1980 C. RUDD

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RECEIVED FEB 28 1980 C. RUDD

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phase looked loop a chance to look on to the incomming signal, the first data identified the first bit of uesting that the driver has properly unlikely to ccur in any signal there is a pattern which valued as a The criterion for having found a sync pattern is a pattern with the special there is 200E. The control for having found a sync pattern is a pattern in the special that it can be error corrected when read back it the top is spirst special that it can be error corrected when read back it the top is spirst special that using the decle of data to index into a 1K array of 15 bit values. These 15 bit values are referred to as correction words.

Because the correction scheme; correction words.

Because the correction scheme; sync pattern be able to recover from a 10ms around the correction would entirely destroy three words of data. Instead first 32 bits of data would be he high proder by the ewords of data. Instead since a 10ms dropout would entirely destroy three words of data. Instead since a 10ms dropout would entirely destroy three words of that it to be misinterpreted; Even were there as a proposed to see the pits of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape as a spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data on the tape is spiral transfer of the data. The spiral transfer of the data is set of the data. The covery transfer of the data is set of the data. The covery transfer of the data is set of

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record, record an 44500x LOGICA Because the first foot of so of tape is subject to a great deal of ear, 10 to 20 seconds are left blank at the beginning of the tape. The efinition of a record (above) makes this part of the zeroth record, and an iting for the data to start. This is avoided by never putting any data in he zeroth record of tape, but merely using it to skip past to get to the result record of data. Noise in the drive make it difficult to be sure, after skipping everal records, that the tape is positioned before the desired record. Ever ecord, therefore, has a special data chunk referred to as a rib as its first appearance of the rib must be the number of the record on the appearance and a disagreement between the record number skept in software and the ecord number in the rib when reading the record results in an error. 4

CTICAL 207000 ++. When moving in fast forward or in reverse the tape moves at up to according to experimental data, it takes the drive appx. 500ms to stop fast forward, which corresponds to about 15 inches of tape. By going from the directly to reverse for a short period of time the tape can be sed in closer to 200ms, and the position of the head can be anywhere with the initial position at the start of the procedure. Due to lack of the drive, however, this procedure minimum length of an irg is a start of the procedure. The same holds for a record, so the minimum length of a significant of the procedure of the tape to lack of the play time. The same holds for a record, so the minimum length of a significant procedure is a sound to the minimum length of a significant procedure. TO OB

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